

# WHERE DOES YOUR COMPANY STAND?



## Stable SMB

Mostly stable

Medium

Mostly Dynamic

## Dynamic SMB

One location, work from office.

Long time employees with deep knowledge.

My people have the pulse of my business.

Our reporting has been honed over years. We know what we need.

Accounting is in charge  
If you want something please ask!

Our processes are stable.  
We know our business inside and out.

We are in a stable/local industry.  
We just need to maintain our market share.

We do business in one country

We have no exit strategy and are in for the long haul.

What's a valuation multiple?  
We are not selling.

Financial results are reported to our owners.

We are privately owned and we have a CPA do our taxes.

Many locations, work from home/remote.

Need to grow further without adding headcount.

We use connected apps as a force multiplier.

We hire people to make us smarter. Our people need to develop reports/dashboards.

No silos here. Our people need common access to data to drive results.

We are growing and need flexibility. New business lines, people and products.

Compete with bigger and better funded competitors. We need to out-think and outwork them.

We do business anywhere

We are looking to grow quickly  
We have a few exit plans we are considering.

We can increase our valuation dramatically.  
by being on one platform.

We have investors, bankers, suppliers and potential M&A partners that we need to provide data to.

We are audited and/or need to be audited.